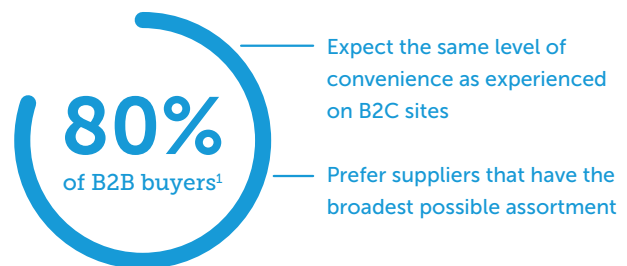


B2B manufacturers: Embrace the online opportunity with your own Marketplace

Enable the digital revolution instead of being swallowed by it

According to Forrester Research, B2B buyers prefer to buy from providers with the largest array of choice. Your distributors increasingly turn to Amazon and Alibaba as efficient sales channels. This exposes your products to a less qualitative environment where the risk of commoditization is real. This also limits the opportunity that digital commerce provides to engage with and learn from your customers.

Narrowly focused attempts at e-commerce will not only fail your customers that expect shopping experiences more in-line with B2C sites, but also cause channel conflict with existing dealers networks. Instead, **now is the time to invest in e-commerce that optimizes customer experience** without creating channel conflict.



Give customers everything they want and more

The Marketplace model is the best mechanism for providing additional value to your customers while enhancing relationships with channel partners. Your e-commerce efforts can enhance the customer experience by providing value-add services (e.g. product installation) and products in a one-stop shop. At the same time, you avoid channel conflict with dealers by allowing them to set up shop on your Marketplace.

Imagine being able to do all this without increasing your overhead and losing focus on your core business.

The Mirakl Marketplace Platform™ is the only fully integrated solution for lightning fast product expansion, increased customer reach, and improved vendor relationships—all with minimal resource investment.

Expand assortment without overhead

- Extend product and service assortment into the millions without inventory or overhead costs.
- Quickly and easily onboard thousands of new vendors / manufacturers.
- Package related value-add services.

Embrace the international opportunity

- Expand business online while using local resources to fulfill.
- Avoid expensive upfront investments in real estate and logistics.
- Begin virtuous cycle with each region evolving to the next to scale out geographic reach.

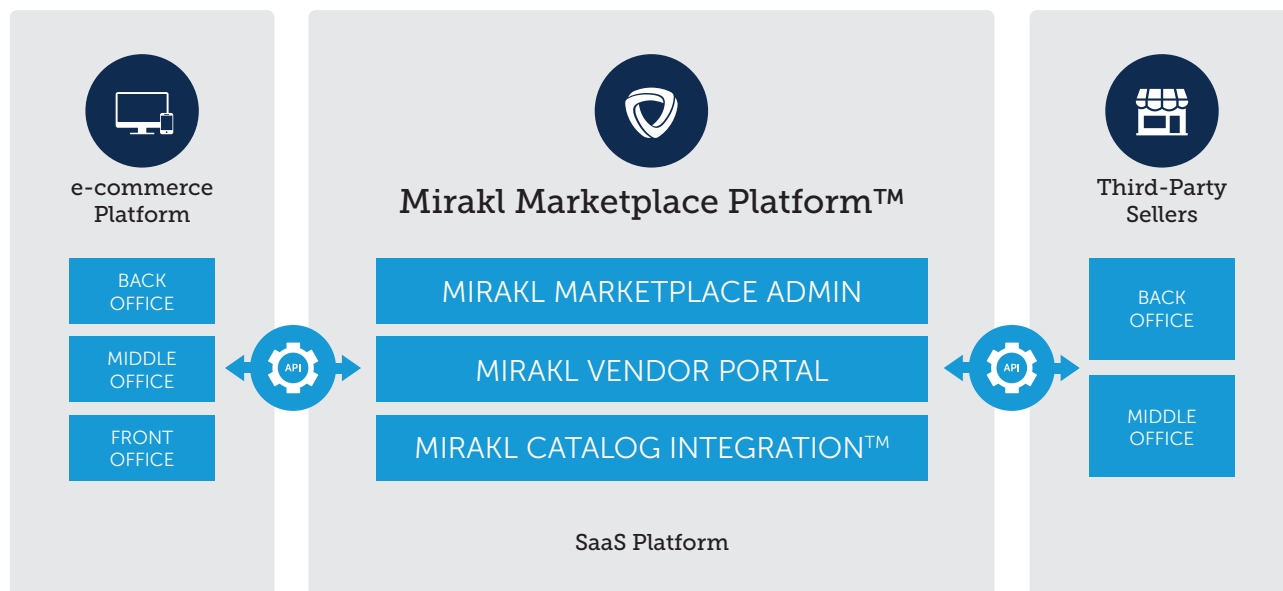
Optimize vendor relationships

- Automation of tasks like onboarding and catalog integration to get to market together fast.
- Control quality of service thanks to Mirakl Quality Control™.
- Empower dealers by giving them a new online sales channel without channel conflict.

Invest in growth, not time, with the Mirakl Marketplace Platform™

With the Mirakl Marketplace Platform™ it is possible to plug directly into both your own systems as well as the systems of others in the e-commerce ecosystem (e.g. vendors, aggregators) via cutting-edge, API-based technology.

This provides automated catalog integration and management, communication with vendors, setup and management of rules (for things like shipping and logistics, customer service levels, vendor performance).



Features specifically geared to the requirements of B2B eCommerce

→ Negotiation Tools

Allow vendors to create specific price offerings for a specific buyer, along with a chat feature for synchronous communication between parties.

→ Volume Discounting

Allow price decreases when goods or materials are purchased in greater numbers.

→ Personalized Pricing

Display prices on the Marketplace according to the individual buyer's profile, enabling detailed customer segmentation.

→ Quotation Management

Allow buyers to interact with a seller to ask for a quote, with the process managed until the quote is approved. Quotes can then be used as a basis for future transactions between the buyer and the seller.

→ Multi-Vendor Order Management

Allow the operator visibility into the full order lifecycle to monitor seller performance and maintain insight for customers on order status (a huge advantage over drop-ship).

→ Multi-Vendor Catalog Management

Streamlined integration of complex product catalogs with Mirakl Catalogue Integration™ (MCI).

→ Logistics Optimization Management

Provide customers with the ability to calculate the order value, assess shipping costs, and select the right carrier based on purchase volumes.

Mirakl is the global leader in B2B online Marketplace platforms. With Mirakl, B2B manufacturers can quickly expand product assortment, increase customer reach, and improve vendor relationships without overhead.



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